RAYCOMP II
CUTS AD MAKE-UP TIME BY 50%.
IT'S SIMPLY POWERFUL.

Grand Opening
SIRLOIN
$1.59
STEAK SALE
T-BONE
$1.59
BONELESS
BOTTOM ROUND
STEAK
$1.09
Grand Openin
Sirloin
$1.89
STEAK SA
T-Bone
$1.59
BONELESS
BOTTOM ROUND
STEAK
Tenderloin
CHUCK ST
RAYTHEON

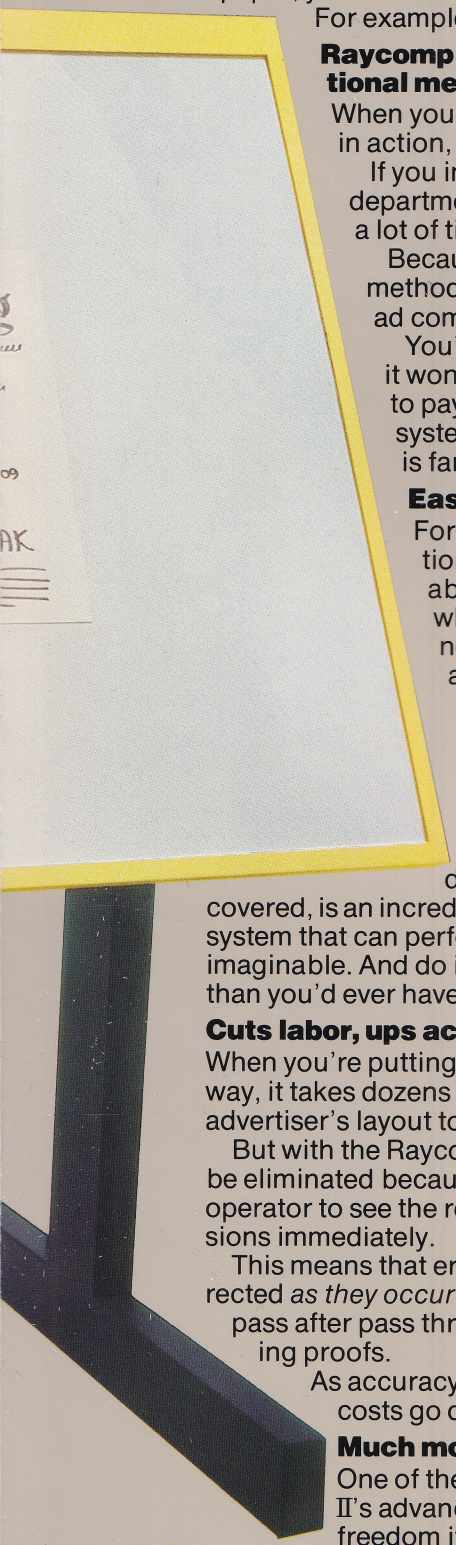
Raycomp II is a full page ad composition system designed especially for medium size newspapers.

It's a unique system, remarkably easy to use, yet loaded with powerful features.

In fact, Raycomp II can do so much, so accurately, in so little time, we're not surprised that some people have trouble believing our claims.

But the claims are true. And if you're a medium size newspaper, you should know about some of them.

For example:



Raycomp II is twice as fast as conventional methods.

When you take a look at the Raycomp II in action, you'll like what you see.

If you install one in your ad make-up department, you'll like what you save: a lot of time and a lot of money.

Because if you're using conventional methods, the Raycomp II can cut your ad composition time by over 50%.

You'll also be cutting your costs. So it won't take long for the Raycomp II to pay for itself. Because despite the system's enormous power, its price is far less than you'd expect.

Easy to operate, too.

For all its technological sophistication, the Raycomp II is a remarkably simple machine. After all, what good is state-of-the-art newspaper equipment if it takes an engineer to run it?

So when we designed the system, we made sure that everything that had to "interface" with an operator was human engineered.

The result, as a lot of medium size newspapers have discovered, is an incredibly efficient and easy to operate system that can perform every ad composition task imaginable. And do it with less fuss and more speed than you'd ever have thought possible.

Cuts labor, ups accuracy.

When you're putting ads together the conventional way, it takes dozens of laborious steps to get from advertiser's layout to finished copy.

But with the Raycomp II, many of those steps can be eliminated because the giant screen allows the operator to see the results of his actions and decisions immediately.

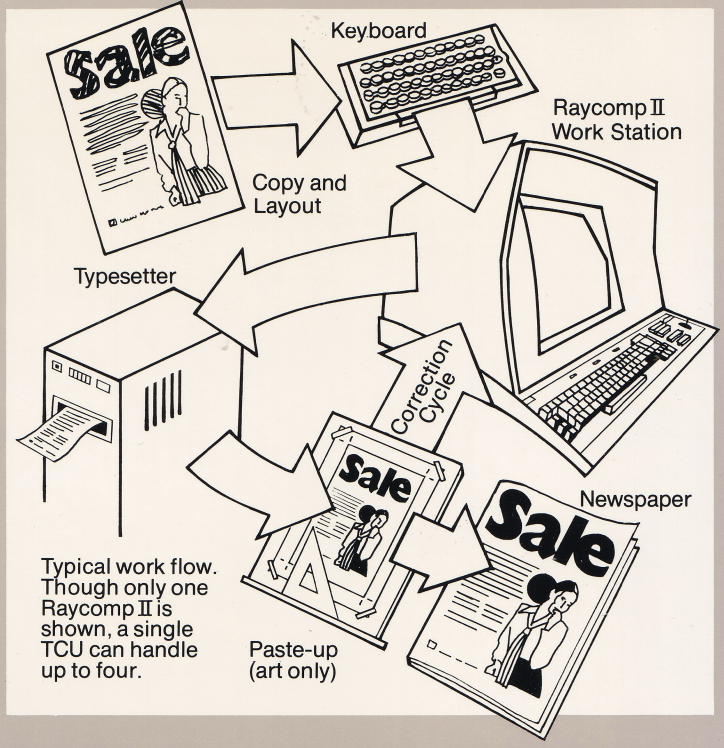
This means that errors can be detected and corrected *as they occur*. So there's no need to make pass after pass through the typesetters for checking proofs.

As accuracy automatically goes up, labor costs go down.

Much more creative freedom.

One of the side benefits of the Raycomp II's advanced technology is the creative freedom it allows the operator.

For instance, a push of a button can automatically create all kinds of shapes: squares, rectangles, circles, triangles, vertical lines, horizontal lines.



And by using our unique digitizer and electronic pen, copy can be set inside blocks or actually flowed around the outside.

In fact, the look and shape of an ad is limited only by the imagination of the operator and the advertiser.

Big screen, big performance.

Raycomp II's giant 200 square inch screen can display up to 20,000 characters at a time without flickering. All characters are displayed actual size and correctly positioned. And there are 255 type faces to choose from, ranging in size from 5 to 96 points.

There's extensive format capability: 500 can be stored, recalled and applied at the work station.

Also, the operator can justify, quad, and tab—right, left, and center.

Flow copy around artwork outlines. (Later, artwork is simply pasted into position next to the type.)

Spread out copy, set it to fit, move it around, change fonts on every line, and even recall stored text. All automatically, with or without formats.

And, thanks to the big screen, your operator can review a full tabloid page at actual size. And zoom in on any area to rearrange the material, call up a different font, or correct, edit, and generally manipulate the data until it's right.

Raycomp II. Too much to tell you about here.

No matter what we tell you about the Raycomp II ad composition system, you really won't believe it until you see it. There are so many features to describe, so many things it can do, it would take a book to convey the performance potential of this incredible system.

If you will, then, please get in touch with us and ask for a demonstration. If you've already seen a demonstration, then you'll probably want to ask for a system.

Either way, call (617) 443-9521.

Or write

Raytheon Graphic Systems
528 Boston Post Road
Sudbury, Mass. 01776.

RAYCOMP II

RAYTHEON

HERE'S WHAT IT TAKES TO CUT YOUR AD MAKE-UP TIME IN HALF.

The Raycomp II is a full page ad composition system specifically designed for the medium size newspaper.

With it, an operator can do layout, editing, initial composition, and corrective composition with continuous and immediate visual verification.

It's a stand-alone system with a minicomputer and advanced hardware and software that permit rapid composition and output (and/or storage) of full page ads.

Up to four terminals can be configured for a single controller.

And the system can be interfaced with on-line equipment such as front end systems and production control systems.

Specifications:

Display:
High resolution Raster Scan (TV type video) display. Features flicker-free refresh rate regardless of the number of characters being displayed.

Viewing Area:
14.17 x 14.17 inches
Scaling: ½ : 1 1 : 1 2 : 1
Full tabloid page displayable in actual size.

Characters and Fonts:
Character sizes from 5 to 96 points.
20,000 characters per Ad.
192 displayable characters, including PI.
64 selectable fonts (255 optional) displayed actual size.
Rules displayed and output from ½ pt. hairline to 24 pt.

Edit/Correct:
Insert Generate Split Replace Delete Move

Hyphenation/Justification Copy Fitting
Multiline H & J
Run-arounds
6000 word look-up dictionary
Quad left Quad right
Quad center
Spread..... with leaders
Ragged right, left, center
Tabbing
Indents
500 stored formats

Input:
Paper tape
OCR
Front End System

Output:
APS-4 and APS-5
MGD Metroset
Mergenthaler 303, 505, 606, VIP
IBM 1130
Pace Setter Mark II
Other Selected Phototypesetters

Storage:
Disc—5 Megabyte
(Optional 300 Megabyte)

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